

## CLAIMS

What is claimed is:

1. A method comprising:

receiving a message sent over a network by a first user from a mobile device, the message conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices;

identifying a specified destination of the message;

determining whether the specified destination corresponds to a predetermined destination;

if the specified destination corresponds to the predetermined destination, then

using an indicator in the message to identify network-based content that has been published by a second user, and

sending the network-based content to the first user in response to the message.

2. A method as recited in claim 1, wherein the messaging protocol is MMS, and the message is an MMS message.

3. A method as recited in claim 1, wherein the specified destination is a telephone number.

4. A method as recited in claim 1, wherein the predetermined destination is a telephone number of an entity other than an end user.

5. A method as recited in claim 4, wherein the predetermined destination is a telephone number of a network operator.

6. A method as recited in claim 5, wherein the predetermined destination is a telephone number of a wireless carrier.

7. A method as recited in claim 4, wherein the message includes a telephone number of the second user, and wherein the indicator comprises the telephone number of the second user, such that said using an indicator in the message to identify a network-based resource comprises using the telephone number of the second user to identify the network-based resource.

8. A method as recited in claim 4, wherein the indicator comprises a cryptographic identifier of the network-based content, the method further comprising using the cryptographic identifier to identify the network-based resource.

9. A method as recited in claim 8, wherein the network-based resource is identified based only on the cryptographic identifier.

10. A method as recited in claim 1, wherein the method is performed within an intermediary processing system that couples a wireless network to a wireline computer network.

11. A method as recited in claim 1, wherein the predetermined indicator comprises a keyword.

12. A method of providing access to network-based content, the method being performed in a processing system coupled to a wireless network and to a wireline computer network, the method comprising:

receiving a message sent over the wireless network by a first end user from a mobile device, the message conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices, the message including a telephone number of a second end user;

identifying a destination telephone number to which the message is directed, wherein the destination telephone number is a telephone number of a network entity other than an end user;

determining whether the destination telephone number corresponds to a predetermined number;

if the destination telephone number corresponds to the predetermined number,  
then

identifying a predetermined indicator in the message,  
using the telephone number of the second end user and the  
predetermined indicator in the message to identify network-based content that has  
been published by the second end user, and  
sending the network-based content to the first end user.

13. A method as recited in claim 12, wherein the destination telephone number is a  
telephone number of a network operator.

14. A method as recited in claim 13, wherein the destination telephone number is a  
telephone number of a wireless carrier.

15. A method as recited in claim 12, wherein the network-based resource has been  
previously associated with the telephone number of the second end user and the  
predetermined indicator by the second end user.

16. A method as recited in claim 12, wherein the messaging protocol is MMS, and the  
message is an MMS message.

17. A method as recited in claim 12, wherein the predetermined indicator comprises a  
keyword.

18. A method of providing access to network-based content, the method being  
performed in a processing system coupled to a wireless network and to a wireline  
computer network, the method comprising:

receiving a message sent over the wireless network by a first end user from a  
mobile device, the message conforming to an asynchronous messaging protocol for  
sending person-to-person messages between mobile devices;

identifying a destination telephone number to which the message is directed, wherein the destination telephone number is a telephone number of a network entity other than an end user;

determining whether the destination telephone number corresponds to a predetermined number;

if the destination telephone number corresponds to the predetermined number, then

identifying an encrypted predetermined indicator in the message,  
using the encrypted predetermined identifier to identify network-based content previously published by a second end user, and  
sending the network-based content to the first end user.

19. A method as recited in claim 18, wherein the destination telephone number is a telephone number of a network operator.

20. A method as recited in claim 19, wherein the destination telephone number is a telephone number of a wireless carrier.

21. A method as recited in claim 18, wherein the messaging protocol is MMS, and the message is an MMS message.

22. A method as recited in claim 18, wherein the predetermined indicator comprises a keyword.

23. A method of publishing content from a mobile device on a wireless network, the method comprising:

outputting a user interface on the mobile device; and

responding to a single-action user input directed to the user interface by causing content to be transmitted from the mobile device to a remote processing system and stored in the remote processing system, such that the content, when stored in the remote processing system, is available for transmission to a second device in response

to a message from the second device, the message conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices.

24. A method as recited in claim 23, wherein the message is an MMS message.

25. A method as recited in claim 23, wherein the content comprises rich media content.

26. A method as recited in claim 23, wherein the message is addressed using a telephone number.

27. A method as recited in claim 23, wherein in response to the single-action user input, the content is transmitted from the mobile device to the remote processing system in a message that conforms to said asynchronous messaging protocol for sending person-to-person messages between mobile devices.

28. A mobile device comprising:

- a communication interface to enable the mobile device to communicate over a wireless network;

- a display device;

- a processor; and

- a memory storing software which, when executed by the processor, causes the mobile device

- to output a user interface on the display device, and

- to respond to a single-action user input directed to the user interface from a user of the mobile device, by sending a command to the remote processing system with the content, the command instructing the remote processing system to store the content in association with a user of the mobile device, for subsequent transmission by the remote processing system to a second device in response to a message from the second device, the message conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices.

29. A mobile device as recited in claim 28, wherein the message is an MMS message.

30. A mobile device as recited in claim 28, wherein the content comprises rich media content.

31. A mobile device as recited in claim 28, the message being addressed using a telephone number.

32. A mobile device as recited in claim 28, wherein said responding to a single-action user input comprises sending a command to the remote processing system with the content, the command instructing the remote processing system to store the content in association with the user.

33. A method of accessing published content from a mobile device on a wireless network, the method comprising:

outputting a user interface on the mobile device; and

responding to a single-action user input directed to the user interface by requesting content from a remote processing system using a first message which conforms to an asynchronous messaging protocol for sending person-to-person messages between mobile devices.

34. A method as recited in claim 33, wherein the first message causes the remote processing system to transmit the content to the mobile device in a second message which conforms to said protocol.

35. A method as recited in claim 34, wherein the first message and the second message are MMS messages.

36. A method as recited in claim 34, wherein the content comprises rich media content.

37. A method as recited in claim 33, wherein the first message is addressed using a telephone number.

38. A method as recited in claim 33, wherein the content has been previously published on the remote processing system by a publishing end user.

39. A method as recited in claim 38, wherein the user interface comprises a contact list stored in the mobile device, and wherein the single-action user input is directed to an entry in the contact list corresponding to the publishing end user.

40. A mobile device comprising:

- a communication interface to enable the mobile device to communicate over a wireless network;

- a display device;

- a processor; and

- a memory storing software which, when executed by the processor, causes the mobile device

- to output a user interface on the display device, and

- to respond to a single-action user input directed to the user interface from a user of the mobile device, by requesting published content from a remote processing system using a first message, the first message conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices, such that, in response to the first message, the content is transmitted to the mobile device in a second message conforming to said protocol.

41. A mobile device as recited in claim 40, wherein the first message and the second message are MMS messages.

42. A mobile device as recited in claim 40, wherein the content comprises rich media content.

43. A mobile device as recited in claim 40, wherein the first message is addressed using a telephone number.

44. A mobile device as recited in claim 40, wherein the content has been previously published on the remote processing system by a publishing end user.

45. A mobile device as recited in claim 44, wherein the user interface comprises a contact list stored in the mobile device, and wherein the single-action user input is directed to an entry in the contact list corresponding to said publishing end user.

46. A method of providing location services, the method comprising:

- receiving a first message from a mobile device via a wireless network, the first message conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices;

- detecting a predetermined indicator in the first message; and

- in response to detecting the predetermined indicator in the first message,

- identifying a destination specified by the first message,

- identifying an end user associated with the destination, and

- invoking a location service to determine a current location of the end user associated with the destination.

47. A method as recited in claim 46, further comprising sending a second message indicating the current location of the end user to the mobile device as a response to the first message, the second message conforming to said protocol.

48. A method as recited in claim 47, wherein the first message and the second message are MMS messages.

49. A method as recited in claim 46, wherein the destination is a telephone number of the end user.

50. A method as recited in claim 49, wherein the predetermined indicator comprises a keyword.

51. A processing system comprising:



a communications interface;  
a processor; and  
a memory storing software which, when executed by the processor, causes the processing system to execute a process that includes  
receiving a first message from a mobile device via a wireless network through said communications interface, the first message conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices, the message having a destination telephone number;  
detecting a predetermined indicator in the first message, the predetermined indicator indicating that the first message is a request to locate an individual; and  
in response to detecting the predetermined indicator in the first message, identifying an end user associated with the destination telephone number,  
invoking a location service to determine a current location of the end user associated with the destination telephone number, and  
sending a second message indicating the current location of the end user to the mobile device as a response to the first message, the second message conforming to said protocol.

52. A processing system as recited in claim 51, wherein the first message and the second message are MMS messages.

53. A processing system as recited in claim 51, wherein the predetermined indicator comprises a keyword.

54. A method of providing a directory of published content to a user of a mobile device operating on a wireless network, the method comprising:

receiving a first message from the mobile device via the wireless network, the first message initiated by a first user using the mobile device, the first message

conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices;

detecting a predetermined indicator in the first message; and

in response to detecting the predetermined indicator in the first message,

identifying a set of published network-based content associated with a destination specified by the message and accessible to the first user, and

sending to the mobile device a second message identifying the set of network-based content, as a response to the first message, the second message conforming to said protocol.

55. A method as recited in claim 54, wherein the first message and the second message are MMS messages.

56. A method as recited in claim 54, wherein the destination is a telephone number of the end user.

57. A method as recited in claim 56, wherein the predetermined indicator comprises a keyword.

58. A processing system comprising:

a communications interface;

a processor; and

a memory storing software which, when executed by the processor, causes the processing system to execute a process that includes

receiving a first message from a mobile device via a wireless network through the communications interface, the first message conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices, the message having a destination telephone number;

detecting a predetermined indicator in the first message; and

in response to detecting the predetermined indicator in the first message,

identifying an end user associated with the destination telephone number,

identifying network-based content published by the end user associated with the destination telephone number, and

sending a second message identifying network-based content to the mobile device, as a response to the first message, the second message conforming to said protocol.

59. A processing system as recited in claim 58, wherein the first message and the second message are MMS messages.

60. A processing system as recited in claim 58, wherein the predetermined indicator comprises a keyword.